

FIG. 1

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QUESTION ID	QUESTION CODE	QUESTION
251	Q1	How did you learn of our Service?
252	Q1	Cómo usted aprendió sobre nuestro servicio?
253	Q2	How many Adults live in your household?
254	Q3	What is your age group?
255	Q4	Are you a smoker
256	Q5	What Newspaper?
257	Q6	What magazine?
258	Q7	What TV network?
259	Q8	What Radio Station?

FIG. 2

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CHOICE ID	CHOICE CODE	CHOICE	
001	A1	Magazine	61
002	A1	compartimiento	62
003	A2	TV	63
004	A2	televisión	64
005	A3	Newspaper	65
006	A3	periódico	66
007	A4	Radio	67
008	A5	Other	68
009	A9	1 Adult	69
010	A10	2 Adults	70
011	A11	3 or more Adults	71
012	A12	WYPT	72
013	A13	The Daily JournalPost	73
014	A14	Weekly Gazette	74
015	A15	Main Street Daily	75
016	A16	The Daily Examiner	76
017	A17	30 to 40	77

FIG. 3

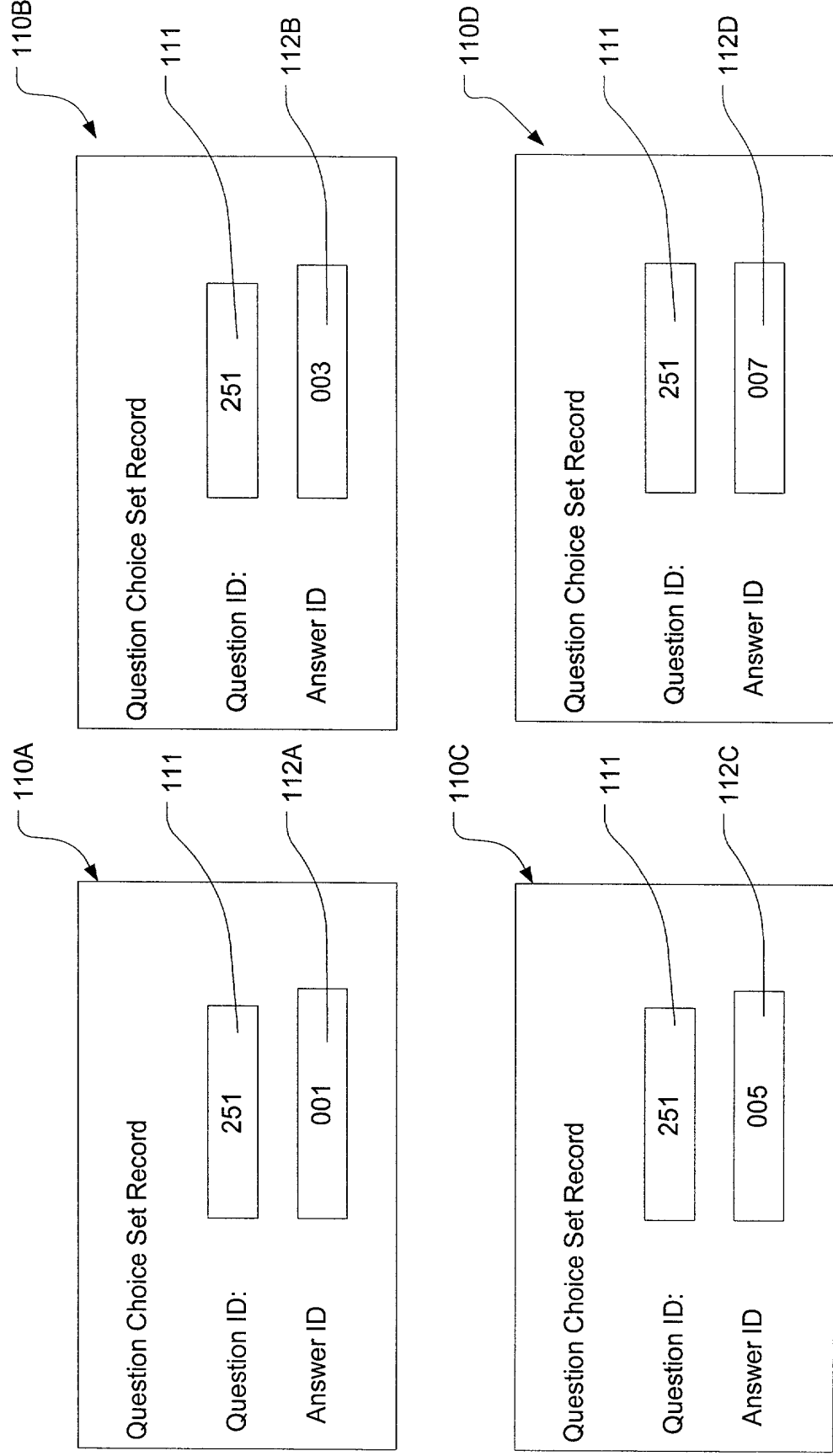


FIG. 4

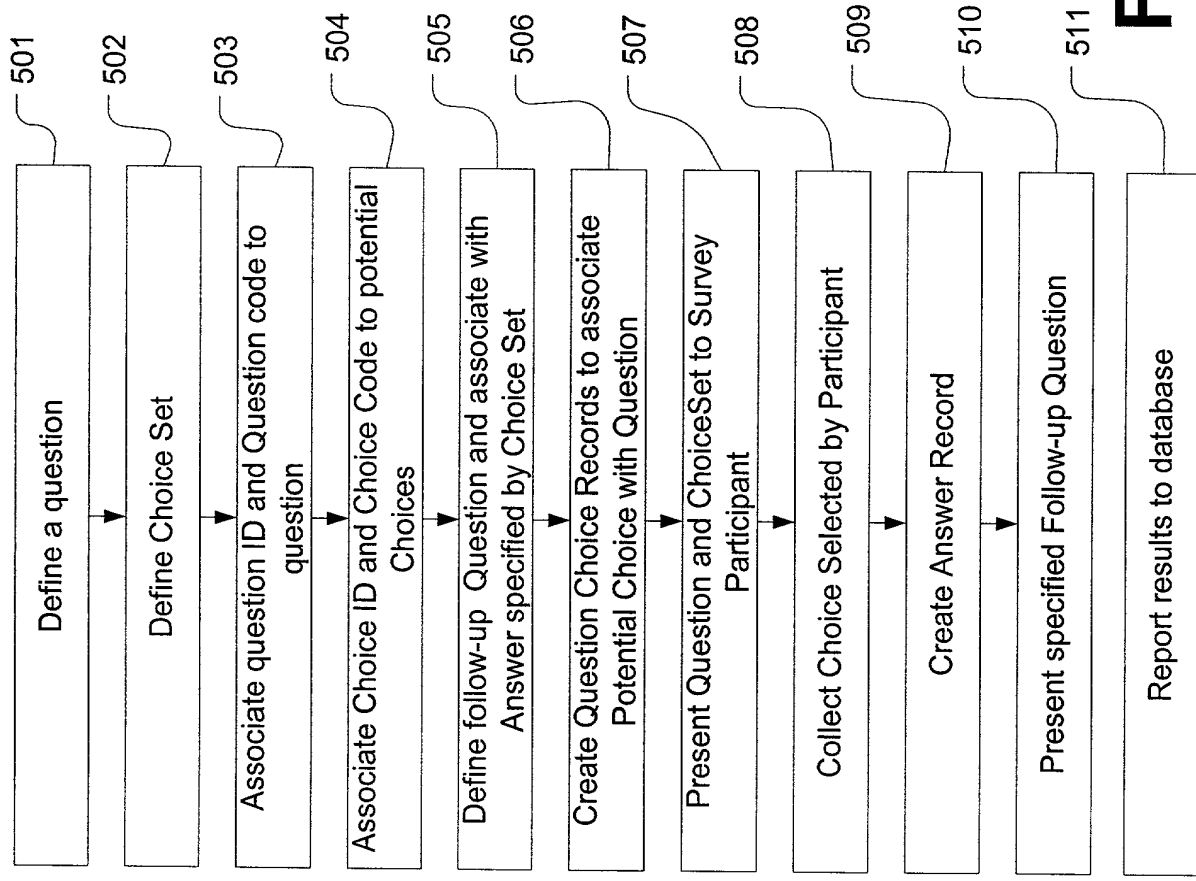


FIG. 5

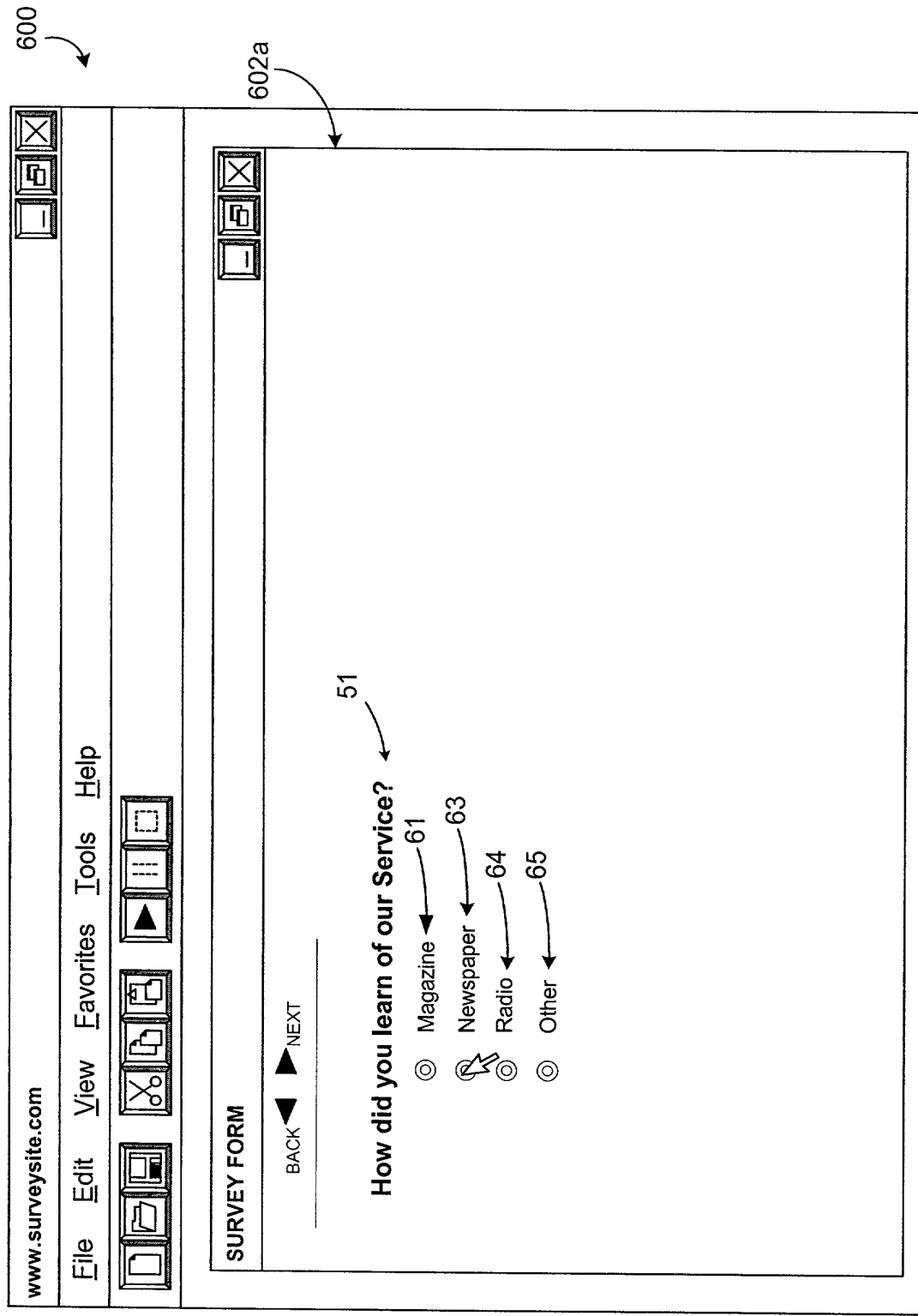


FIG. 6A

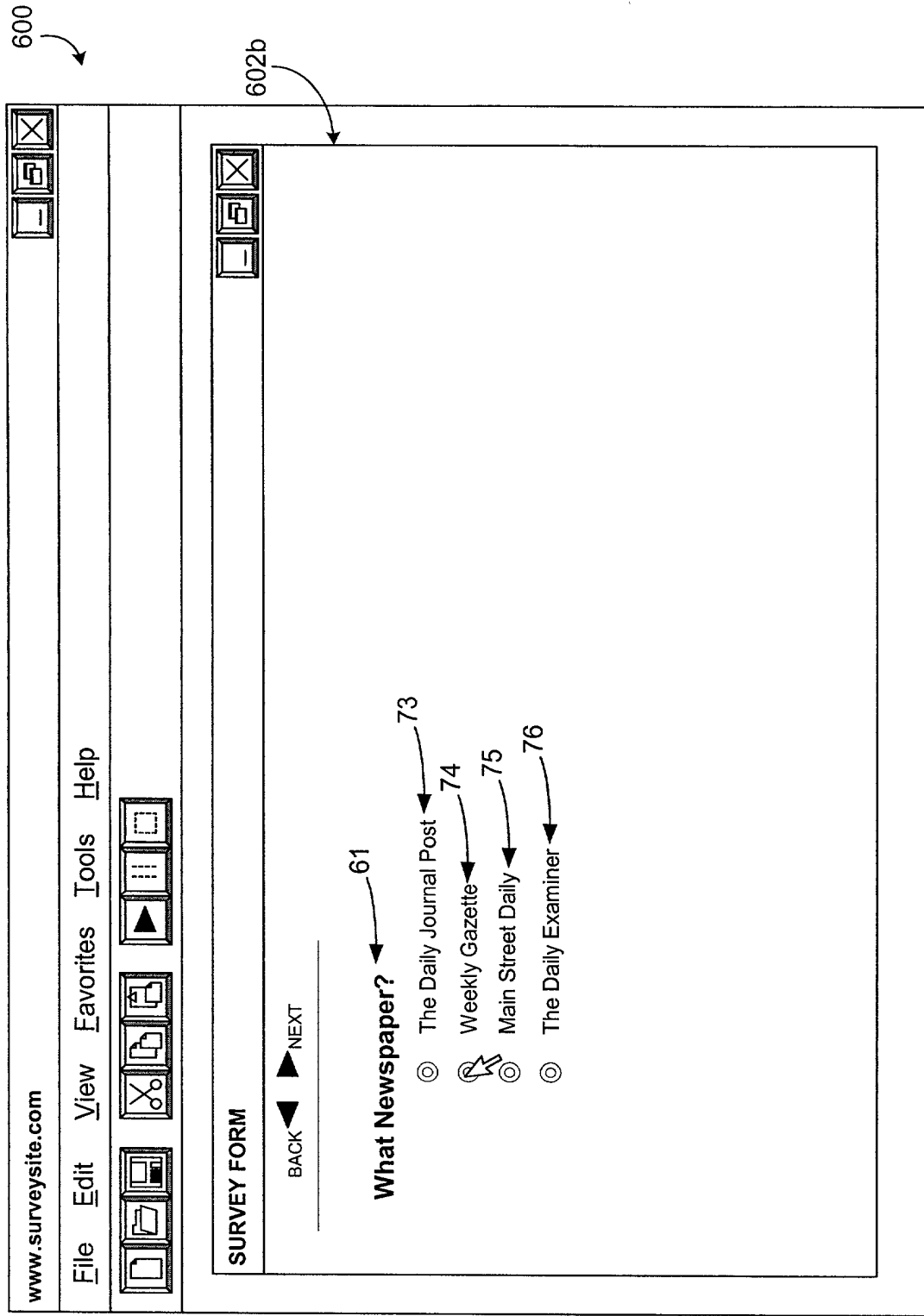


FIG. 6B

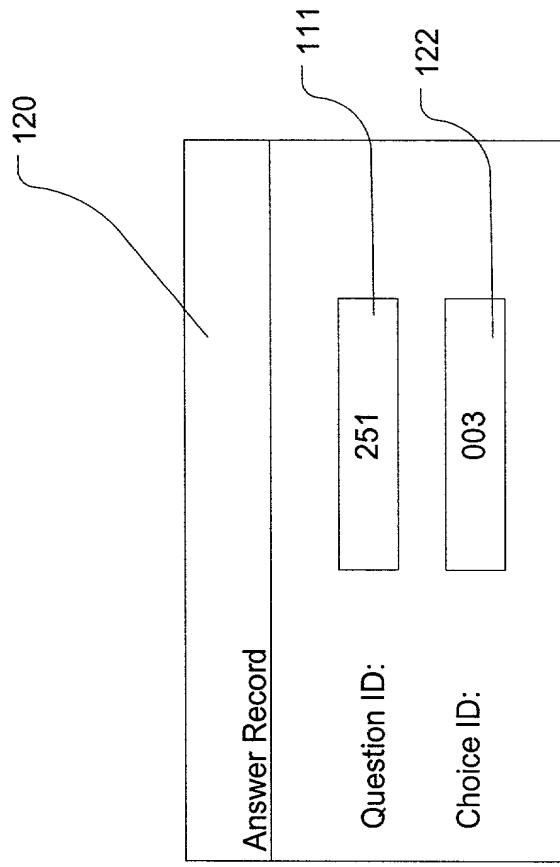


FIG. 7

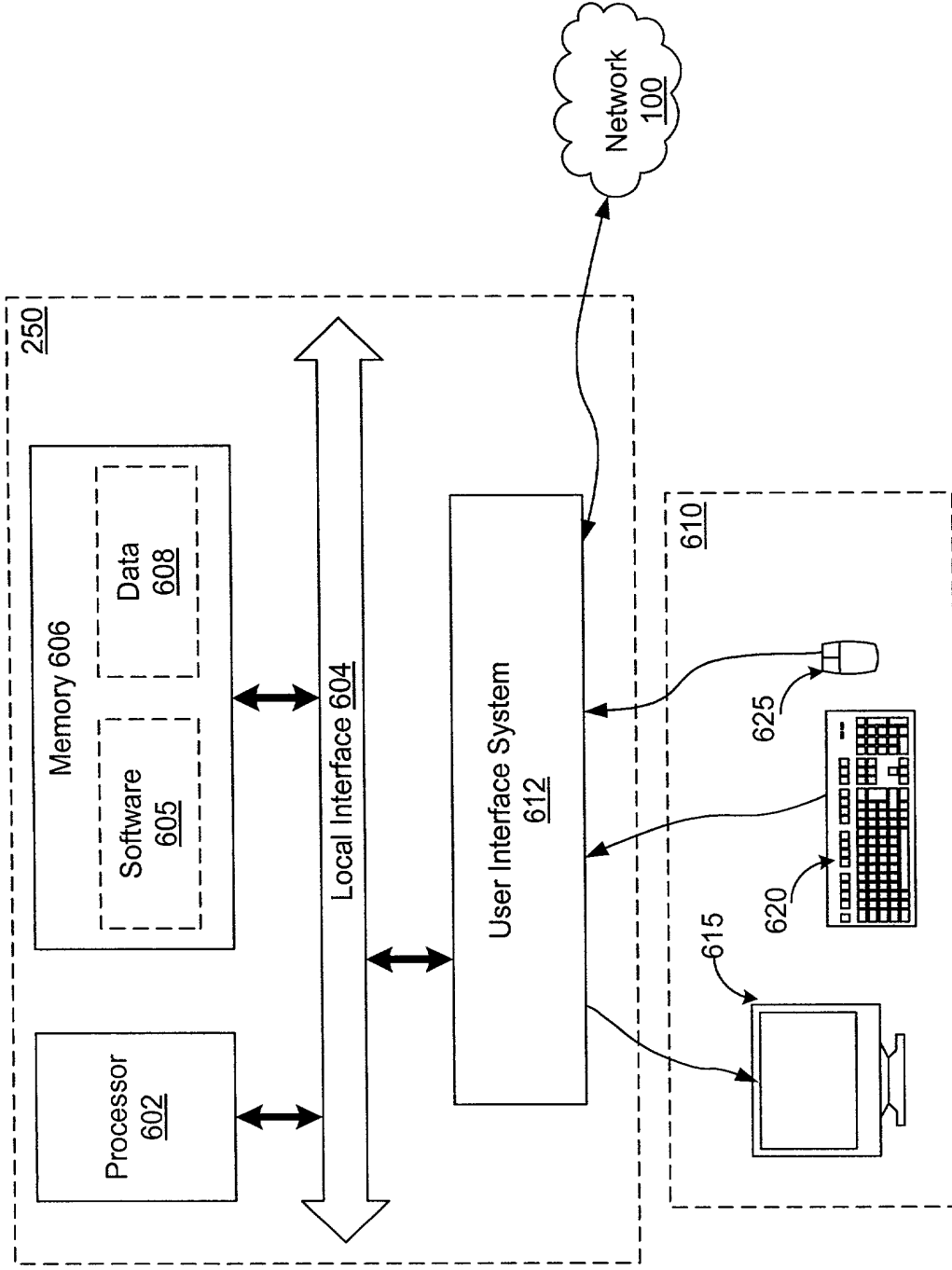


FIG. 8

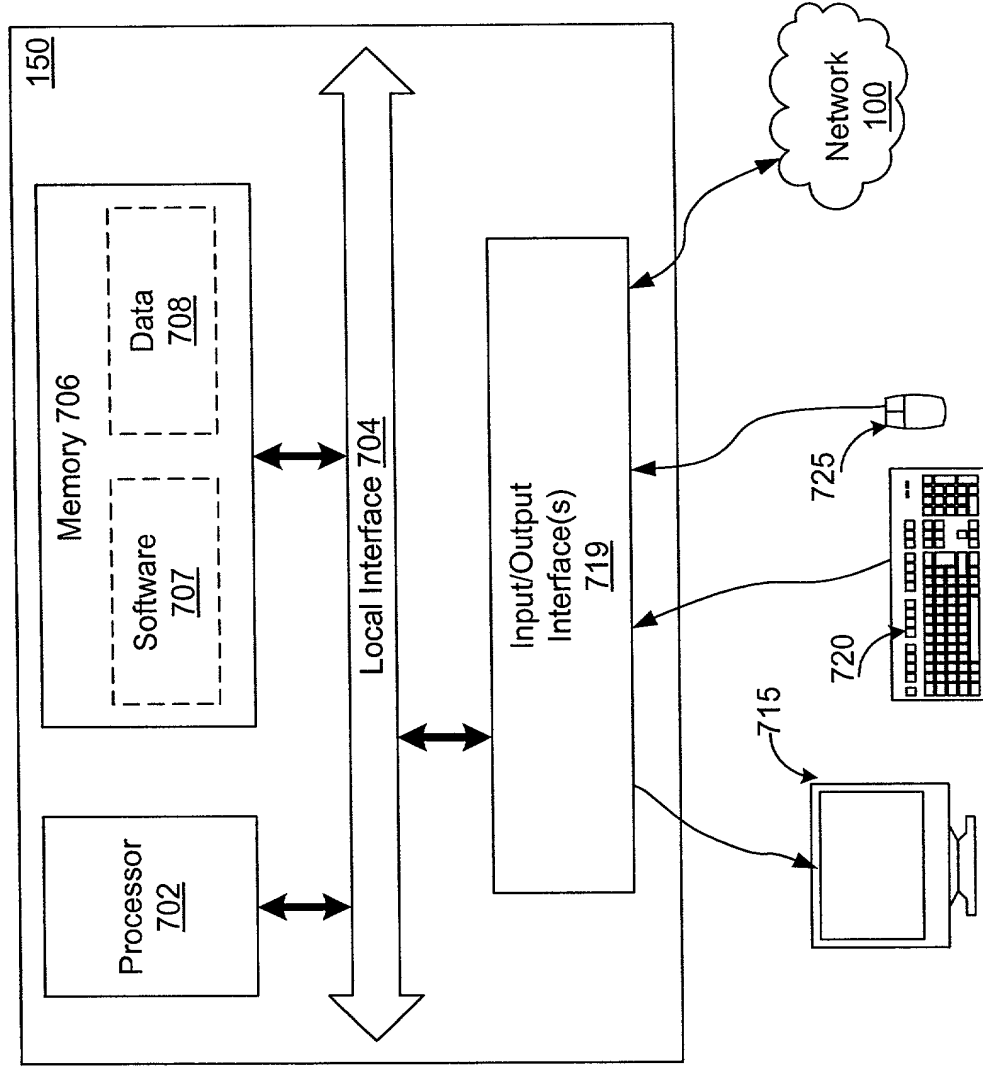


FIG. 9

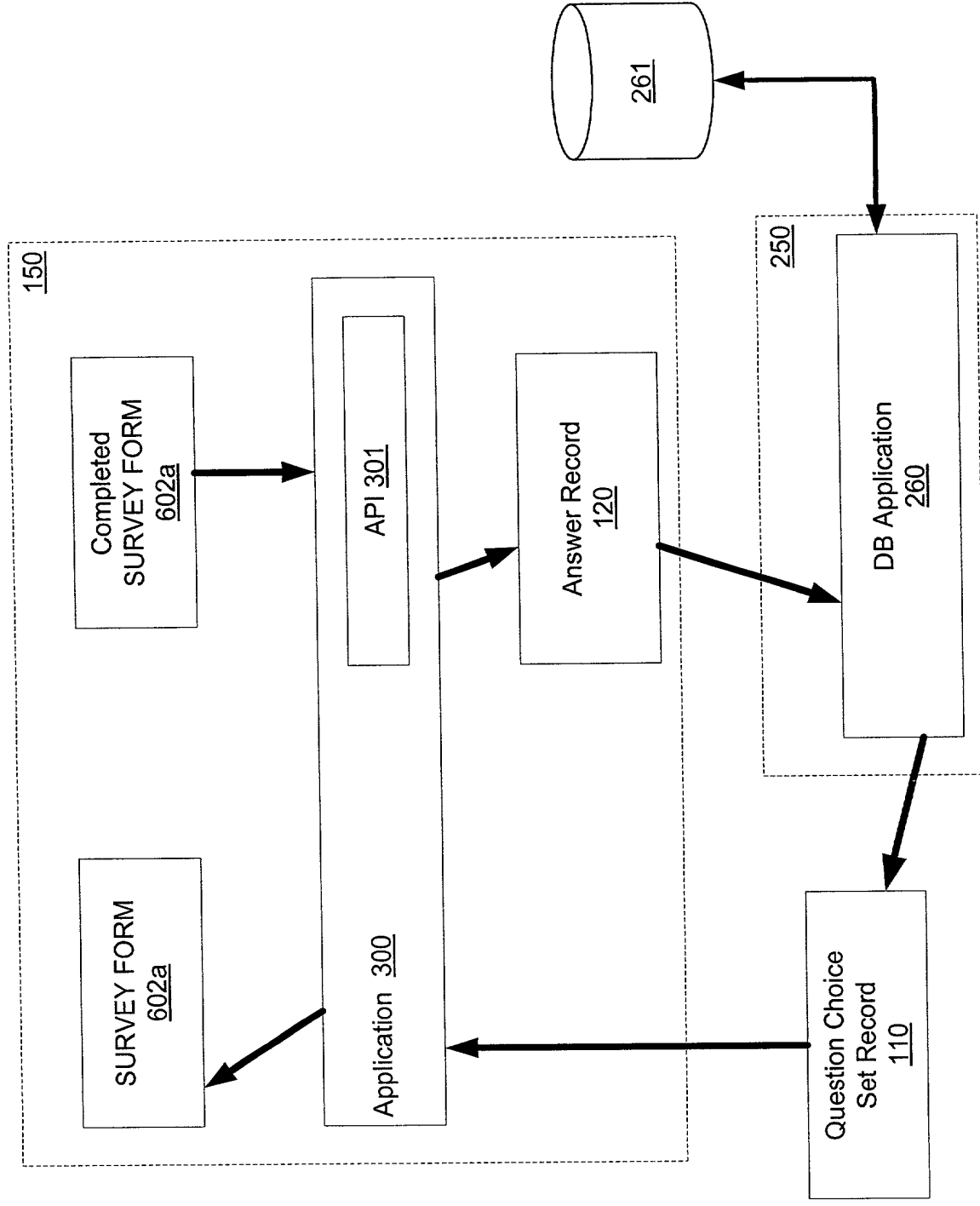


FIG. 10